Guiding Principles for
Deibler & Company Team Members

1. Provide communications that are clear & concise.
2. Demonstrate responsiveness that shows expertise, efficiency, and respect.
3. Take the initiative – on all fronts.
4. Develop relationships that are properly balanced (personal and professional).
5. Contribute to the self-confidence and self-esteem of our clients, and each other.
6. Provide updates, status reports and timely communications. No surprises.
7. Understand the difference between price & cost and provide exceptional value.

1. <u>Communications:</u>
   - Never bury the lead. Provide the listener or reader with the topic or purpose of your communication right off the top.
   - Make phone calls and leave messages that are to the point and clearly communicate purpose of call and any action that is needed – and by when.
   - Write emails that have descriptive subject lines (clear indication of what's in body) and content that is clear and includes bullet points or listings when there are multiple items.
   - Organize and communicate thoughts by enumerating – "I have 3 objectives," "2 reasons," etc.
   - Don't start talking or writing without first answering this question:
     What do I want ______ to think, feel, or believe? (And what action do I want them to take?)
     Once that is established, follow with - What do I need to provide to help them get there? And does my approach include the appropriate balance of E+I=C? Emotion + Information = Communication

2. <u>Responsiveness:</u>
   - Be available when needed and responsive – return calls and emails same day. Act on or follow up while information is fresh – don't wait.
   - Provide phone numbers and additional contact information for each team member and ensure client is provided backup when you are gone or not available.
   - Demonstrate ability (and desire) to serve in a way that shows expertise to handle even the most difficult situations.
   - Remember that responsiveness can be an indication of respect. Show respect by handling all requests in a timely fashion.

3. <u>Initiative:</u>
   - Take the initiative to provide ideas for leveraging investments (time, money, resources) for greater results and for creating new opportunities.
   - Offer to help with areas that are most likely to affect deployment or may need special support to keep things moving. Here is what it looks/sounds like -
     "I thought you'd appreciate a list of ideas for how we could leverage this article…"
     "Here's some language for your consideration…"
     "I'll make the call and put things in motion…"
     "I'll schedule a meeting for Wednesday with the internal team and hand-deliver a proposal to you by Friday – is that soon enough?"

- Make client aware if you are going to be near their building or office – and express your willingness to stop in, "just in case..."

4. Professional/Personal Relationships:
It is important to enjoy the people and companies we serve and for them to enjoy or look forward to working with us, too. That means relationships that strike just the right balance between "professional" and "personal."
We believe –
   - Professional trust comes in large part from expertise and the strategic and caring use of that expertise.
   - Personal trust comes in part from sharing similar values, core beliefs and simply enjoying the time that we are together.

We choose our clients as much as they choose us. If there is ever a situation that prevents us from doing our best work or a team member is mistreated – we will walk away from the business. Conversely, team members will be dismissed if any of our Guiding Principles are not honored.

5. Maintain Self-Confidence & Self-Esteem:
We are partners, not replacements. Our clients should feel we are an extension of their staff and not meant to be "better than" or "an alternative to" anyone.

- Offer all questions, ideas, and recommendations in the spirit of what's good for their company and for them – not what we prefer, like or want.
- Seek to understand first. If there is ever a need to ask for their reconsideration of a strategy or something they have done as a company or a department – we will do so from a position of first seeking to understand the thinking behind the situation – and then offering thoughts for consideration. The same goes for our own team dynamics and relationships.
- Remember that oftentimes a client has marketing professionals who are capable and caring just like us. What they don't have is capacity. We have the luxury of capacity and focus.
- Never judge or question why something didn't get done by an internal marketing team. If there is a situation where we need to understand in order to better develop and deploy a plan – check your heart and ego before asking the question.

6. No Surprises:
- Err on the side of over-communicating.
- Provide updates, status reports or "FYIs" on a regular basis. If you feel you are providing information that may not be of interest – ask if it was helpful or valuable. Don't stop sending. Ask first.
- Think about who may be affected by a project or interested in it and consider sharing with them. Start by asking your contact person if ____ may also find it of interest. (See next bullet)
- Be aware of protocol and sensitive to possible internal issues. If you are not sure who should receive a copy or may find it of value…ask!

7. Value:
We have the blessing of providing services that will never be "commoditized."

- Know that there is a value for our years of experience, intellectual capital, community connections, and ability to develop and deploy (a.k.a., "make things happen!").
- Remember that we have an advantage in that our clients pay for only this and not overhead, i.e., building space, employees, equipment, etc.
- Select clients, rather than just have clients select us. This is a mutual process/relationship and we know which companies and leaders are most likely to allow us to do our best work and recognize our value.
- Understand that we may not be the lowest price – but we will be the lowest cost.
  Cost = Price + Value. We will provide value and results above and beyond expectations and through our words, actions, and deeds maintain long and mutually beneficial relationships.
- Provide value that is seen as an investment with an expected return, rather than an expense.
- Accept compliments with grace – and pay tribute to others when appropriate.
- Thank the client for the opportunity to serve. They have placed their confidence in us and we will seize every appropriate opportunity to share how much we value that confidence.